

Summer 2020 Partnership Social Media Guide

Customizable Social Media Content for

2020 Census Partners

July 2020

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What's Next for Partners

The U.S. Census Bureau is excited that you have joined us as a partner on the 2020 Census campaign. With your support, we can make sure that everyone living in the United States are counted in 2020. We have created this content guide to support your 2020 Census promotions. Visit our [Partners Outreach Materials](#) page on 2020CENSUS.GOV for more materials and tribal resources.

Social media is a great way to share helpful information about the 2020 Census! This guide includes:

- Sample posts with downloadable images (To save images, right-click and select “Save as Picture.”)

We encourage you to add your personal touch to these messages or to use your own images to reflect the interests and concerns of your audience.

COVID-19 and the 2020 Census

The Census Bureau is carefully monitoring the COVID-19 situation and is working with national, state, local and tribal health authorities to continue conducting the 2020 Census. We're looking to you, our tribal partners, to share our key message: **It has never been easier to respond from your own home, whether online, by phone, or by mail—all without having to meet a census taker.**

How Partners Can Support the 2020 Census in Light of Social Distancing

- Post American Indian and Alaska Native (AIAN) web graphics, directing to 2020census.gov, on your website or social channels.
- Challenge your tribal community to a response rate challenge, challenging your tribe to beat its 2010 census response rate.
- Host a webinar or virtual town hall with the trusted voices of tribal leaders to share 2020 Census information.
- Write letters to the editor or op-eds explaining why census participation is important to your tribal community – from babies to elders.

For more information on the 2020 Census and COVID-19, visit 2020census.gov/en/news-events/press-kits/covid-19.html.

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Census Bureau Social Media Information

2020 Census Social Media Information

Please tag the U.S. Census Bureau and use the official 2020 Census hashtag in all posts. We prefer that you include links to Census Bureau webpages, but we understand that there may be instances in which you do not want to lead your audience away from your own social media channels.

U.S. Census Bureau Official Social Media

Facebook – @uscensusbureau

<https://www.facebook.com/uscensusbureau/>

Instagram – @uscensusbureau

<https://www.instagram.com/uscensusbureau/>

Twitter – @uscensusbureau

<https://twitter.com/uscensusbureau/>

Hashtag – #2020Census

#shapeyourfuture

Key URLs – English language

2020 Census homepage

<https://2020census.gov/en>

What Is the 2020 Census?

<https://2020census.gov/en/what-is-2020-census.html>

Who To Count on Your Census

<https://2020census.gov/en/who-to-count.html>

Impact in Your Community

<https://2020census.gov/en/community-impact.html>

How the Census Bureau Protects Your Data

<https://2020census.gov/en/data-protection.html>

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General Content

Security and Confidentiality



Suggested copy:

Responses to the #2020Census are confidential & protected by law. Personal information is never shared with other government agencies or law enforcement, including federal, local, or tribal authorities. It is safe and used only to produce statistics. Learn more at 2020census.gov

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Action Focused – Complete the 2020 Census



Suggested copy:

The #2020Census informs funding for the things our communities need to grow and thrive. Let's do our part and get an accurate count of Indian Country! Complete the census at 2020census.gov.

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Action Focused – Complete the 2020 Census



Suggested copy:

There's still time to shape the future for our communities. Complete the 2020 Census at 2020census.gov! Your participation in the census builds on our communities' progress and helps shape our future for generations to come.

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Action Focused – Complete the 2020 Census



Suggested copy:

A complete and accurate count of American Indians and Alaska Natives throughout the United States helps determine how billions of dollars in federal funding is distributed to communities and tribes for programs and grants. Complete the #2020Census today at 2020census.gov!

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Action Focused – Complete the 2020 Census



Suggested copy:

The #2020Census will shape the future for us all. Make sure you count everyone in your home. Find out more about who to count at <https://2020census.gov/who-to-count>.

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Partnership – Proud Partner

Suggested copy:

We're proud to be partnering with the @USCensusBureau to help spread the word about the #2020Census! Find out more about why the census is so important at 2020census.gov.

Recommended image appears on the next page along with an image box to add your organization's logo.

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Proud supporter of the

**Shape
our future
START HERE >**



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Partner + Census

Suggested copy:

We've teamed up with the @USCensusBureau to help make sure that every person living in the U.S. is counted in the #2020Census. Find out why an accurate count is so important to our community at 2020census.gov.

Recommended image appears on the next page along with an image box to add your organization's logo.

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